

SUSTAINABLE STRATEGY FOR PURPOSE-DRIVEN BRANDS

Helping purpose-driven businesses clarify, plan and communicate their sustainability goals and actions with confidence.

PURPOSE FIRST

Starting as of this year 2023 the UK government will require listed companies to publish net-zero transition plans and set company targets to mitigate their climate risk. Customers today have increased awareness of the importance of protecting and preserving our environment. Brands and product-led businesses have fallen into the trap of chasing the latest ESG issues, and they fail to effectively communicate what actions they are taking.

Smart companies will anchor their purpose first which then shapes their sustainability strategy and commitments.

COMMUNICATING YOUR STRATEGY

81% of people polled expect companies to be environmentally conscious in their advertising and communications. With product-led companies, there is huge confusion about the term "sustainability"

The top three areas that consumers use to understand a business' sustainability are:

42%
WEBSITE

39%
LABELLING

30%
CERTIFICATION

LEAD WITH CONFIDENCE

Yulan Sustainability is an ESG consultancy highly experienced in working with the board of directors and leaders of fashion, lifestyle and product-led companies. We are uniquely experienced in helping brands retain their position and credibility as sustainability becomes more important to consumers.

We help businesses navigate complex challenges and stay ahead of the curve.

ALIGNING PURPOSE AND ESG STRATEGY

We work in four key stages with clients and use our **ALIGN framework** to keep the sustainability strategy aligned with your brand and values. Find out more on our website.

STEP 1 CLARITY

What sustainability means to you, your business and your stakeholders.

First steps workshop using our five ALIGN foundations, the U.N Sustainable Development Goals and your mission.

STEP 2 INSIGHTS

Benchmark your business against competitors.
Holistic assessment of your current strategies in the context of market.
Challenges, opportunities, and next steps.

STEP 3 ROADMAP

Establish your ambition level, timeline and goals.
Provide recommendations to achieve Net Zero targets.
Help you navigate audits, indexes, incentives, certifications, and off-setting.

STEP 4 IMPLEMENT

Support activity data gathering and reporting.
Write your sustainability strategy.
Create marketing assets that clarify your commitments.
Sourcing and research fabrics/packaging/raw materials.

RESULTS

Our work with clients results in:



A compelling brand mission and purpose



Formalisation of ESG goals and actions present and future



A plan for a reduction of business impact and emissions



Increased business efficiency



Clear communication with stakeholders

What clients say about our strategy:

"We found the ALIGN strategy framework a highly effective system to use and easy to revisit as the business moves forward. Working together through the brand transformation was a pleasure"

- MD, House of Colour

If you need help with your sustainable strategy then email us info@yulancreative.com

Alternatively you can book a complimentary call here:

<https://calendly.com/joanne-yulan-jong/15min>

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SUSTAINABILITY

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